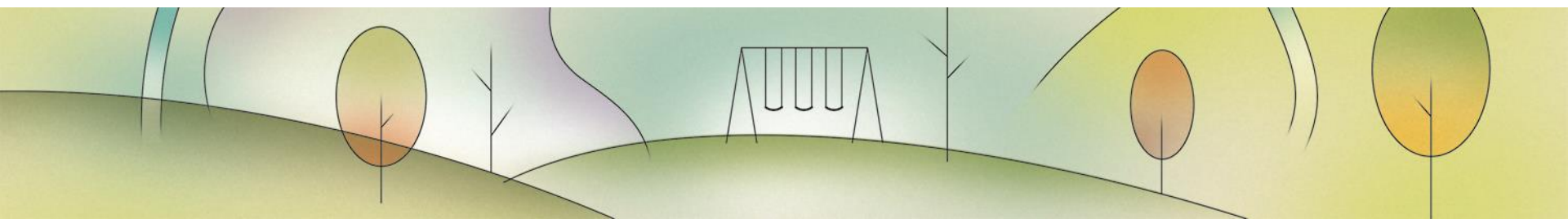




Creating Park, Recreation & Conservation Funds for Wenatchee

OPTIONS FOR CONSERVATION FUNDING – JULY 16, 2015

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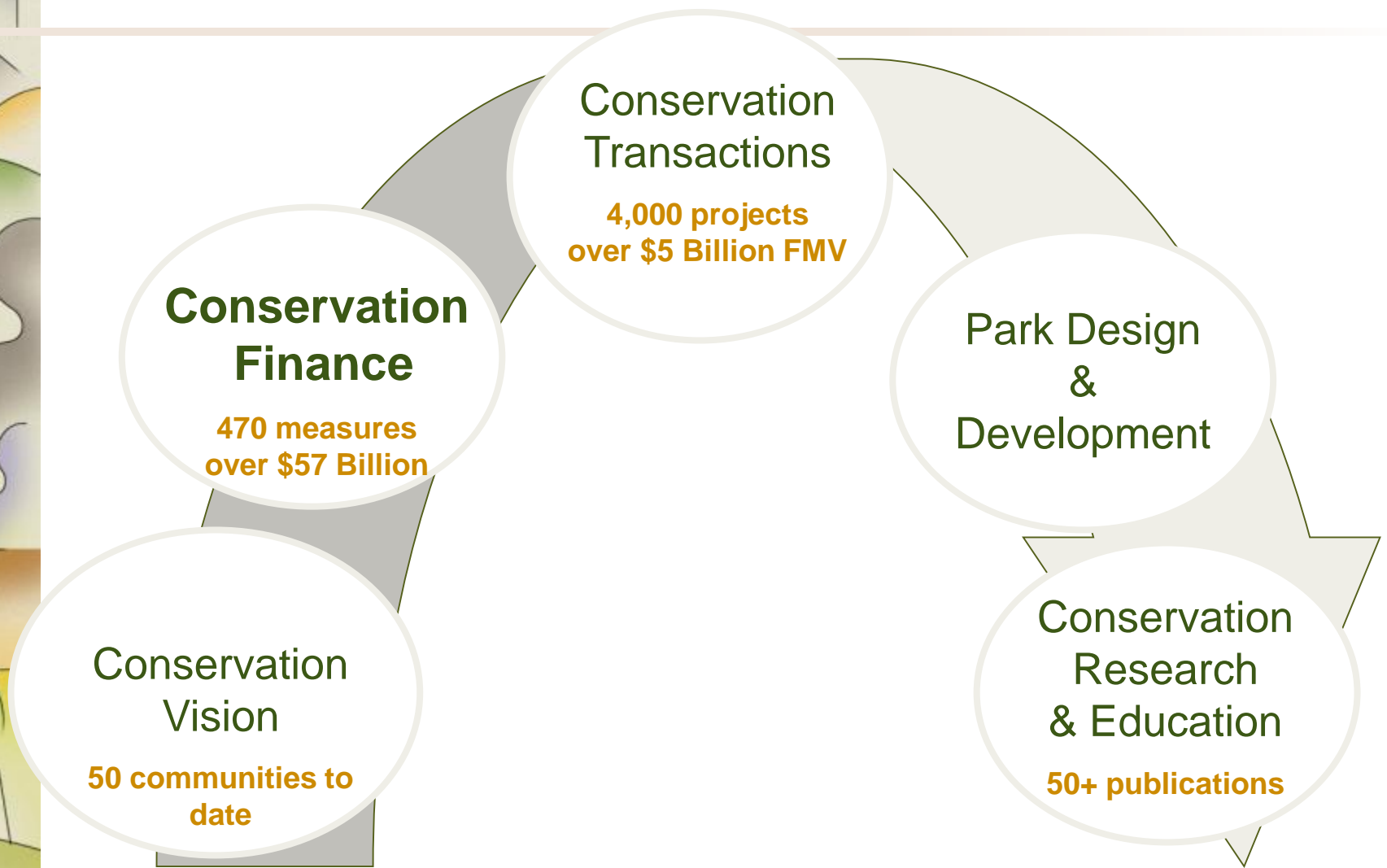
Conserving Land for People

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

TPL Mission Statement

Over 340 staff working in 30 offices in three regions

TPL Conservation Services



Conservation Funding Options – Overview

- History & practice across country & in Washington
- Proven methodology
- Funding options – one by one
- Key questions for funding success
- Next steps & timeline





Defining “conservation finance”

- Create new **local public dollars** for land conservation that can **leverage state & federal funds**
- Identify proven, pragmatic **funding mechanisms**
- Determine **fiscal levels** that are supportable
- Focus funding uses on **high priorities of voters**



Historical track record of Conservation Finance

- Since 1996, 474 of 586 measures have passed- 81% passage rate
- These measures have generated nearly **\$57B** in new funding for parks, land conservation & restoration
- TPL/TCC involved in over 2/3rds of conservation funding approved since 1996

TPL/TCC Supported Ballot Measures 2002-2014

Year	# of Measures	Wins	Passage Rate	Conservation Funds Approved
2002	58	46	79%	\$4.4 billion
2003	21	20	95%	\$.94 billion
2004	51	44	86%	\$2.4 billion
2005	46	41	89%	\$.81 billion
2006	49	41	84%	\$4.9 billion
2007	18	15	83%	\$.67 billion
2008	58	45	78%	\$7.2 billion
2009	11	6	55%	\$.41 billion
2010	21	16	76%	\$1.8 billion
2011	6	6	100%	\$.24 billion
2012	31	26	84%	\$.57 billion
2013	10	7	70%	\$.08 billion
2014	28	19	68%	\$12.9 billion
Total	398	332	83%	\$37.3 billion

Local Washington Success 1988-2014

- 34 measures
- Over \$656 Million
- From Whatcom to Spokane Counties, Seattle to Gig Harbor



www.LandVote.org

Reliable process for successful ballot measures



Feasibility Research

Public Opinion Survey

Program Recommendations

Ballot Language

Campaign

Wenatchee Asks for Technical Advice



Office of the Mayor, Frank Kuntz
(509) 888-6204 Phone
(509) 888-3636 Fax
Wenatchee City Hall
179 South Chelan
P.O. Box 519
Wenatchee, WA 98807-0519
Website: www.wenatcheeva.gov

February 17, 2015

Dee Frankfourth, Associate National Director Conservation Finance
Peter Hill, Eastern Washington Office/Project Manager
The Trust for Public Land
901 Fifth Avenue, Suite 1520
Seattle, WA 98164

Dear Ms. Frankfourth and Mr. Hill:

By this letter, the Wenatchee City Council officially requests technical advice and assistance from your organization in connection with our efforts to develop a program to finance land conservation and potential related ballot measure. As part of your advice and assistance, we understand you may provide feasibility research, conduct a public opinion survey, and develop strategies for our consideration.

We are interested not only in the factual information that you can provide to us, but also your organization's opinions and recommendations on public financing measures available to us. Although your submissions will be directed to the attention of Director of Parks & Recreation David Erickson, I understand that your responses to this request will be for the general use of the City of Wenatchee.

This request will continue in effect for any subsequent advice you offer or presentations you submit for the use of the City related to such matters. In addition, we would like to take this opportunity to request that you continue to be available to provide technical advice and assistance in this area and on related matters in the future.

Thank you for your organization's contribution to the work of the Wenatchee City Council.

Sincerely,


Frank Kuntz
Mayor

Apple Capital of the World

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TPL Delivers Feasibility Research

CONSERVATION FINANCE FEASIBILITY STUDY :: JULY 2015

CITY OF WENATCHEE, WA



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- Overview
- Conservation options
 - Property tax levy
 - GO bond
 - Special MPD
- Election analysis

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Option 1 – Property tax levy lid lift

Estimated Revenue & Costs of Property Tax Increase City of Wenatchee

Tax Rate Increase	Taxable Valuation	Annual Revenue	Cost / Avg. House
0.10	\$ 2,281,382,751	\$228,138	\$23
0.15	\$ 2,281,382,751	\$342,207	\$34
0.20	\$ 2,281,382,751	\$456,277	\$45
0.25	\$ 2,281,382,751	\$570,348	\$57
0.35	\$ 2,281,382,751	\$798,484	\$80

Sources: Total district taxable value, Chelan County levy book 2015; median home price \$227,225, Avg from Zillow, Redfin, Trulia, Census.

Option 2 – GO bonds

Bond Financing Costs for City of Wenatchee

20-year Bond Issues at 4.0% Interest Rate

Total Taxable Value = \$2.3 billion

Bond Issue Size	Annual Debt Svce	Tax Rate Increase	Cost/ Year/ \$227K House
\$1,000,000	\$73,582	0.03	\$7
\$3,000,000	\$220,745	0.10	\$22
\$5,000,000	\$367,909	0.16	\$37
\$7,000,000	\$515,072	0.23	\$51

Sources: Total taxable assessed value, Chelan County Levy Book 2015; median home price \$227,225, Avg. from Zillow, Redfin, Trulia, Census.

Option 3 – Create Metropolitan Park District

- Separate legal entity, variable boundaries
- Property tax not to exceed \$0.75 per \$1,000 AV
- Junior taxing district
- Requires majority vote by electorate in new MPD
- Provides for management, maintenance and acquisition of parks & recreational facilities

Metropolitan Park District Alternative Comparison			
Jurisdiction	Total 2015 Tax able Value	Annual Revenue	Cost / Avg. Homeowner*
Wenatchee City Limits MPD @ \$0.35	\$2,281,382,751	\$798,484	\$80
Wenatchee City Limits MPD @ \$0.50	\$2,281,382,751	\$1,140,691	\$114
Wenatchee School District MPD @ \$0.35	\$3,625,209,721	\$1,268,823	\$65
Wenatchee School District MPD @ \$0.50	\$3,625,209,721	\$1,812,605	\$93
*Median home prices \$227,225 Wenatchee; \$188,000 Wenatchee SD, Avg from Zillow , Redfin, Trulia, Cens us. Sources: Wenatchee Parks, Rec. and Cultural Services and Chelan County Assessor.			

Key questions for funding success

- Jurisdiction
- Funding Mechanism
- Amount (and duration)
- Voter Support/Tax Tolerance
- Purposes/Uses of Funds
- Timing (choice of election date)
- Accountability elements



Public opinion survey

- Determine support for increased funding
- Test voter priorities/benefits/specific places
- Sample ballot language
- Fiscal safeguards, accountability elements
- Find out best messengers & messages
- Understand other community priorities



We translate the public interest...



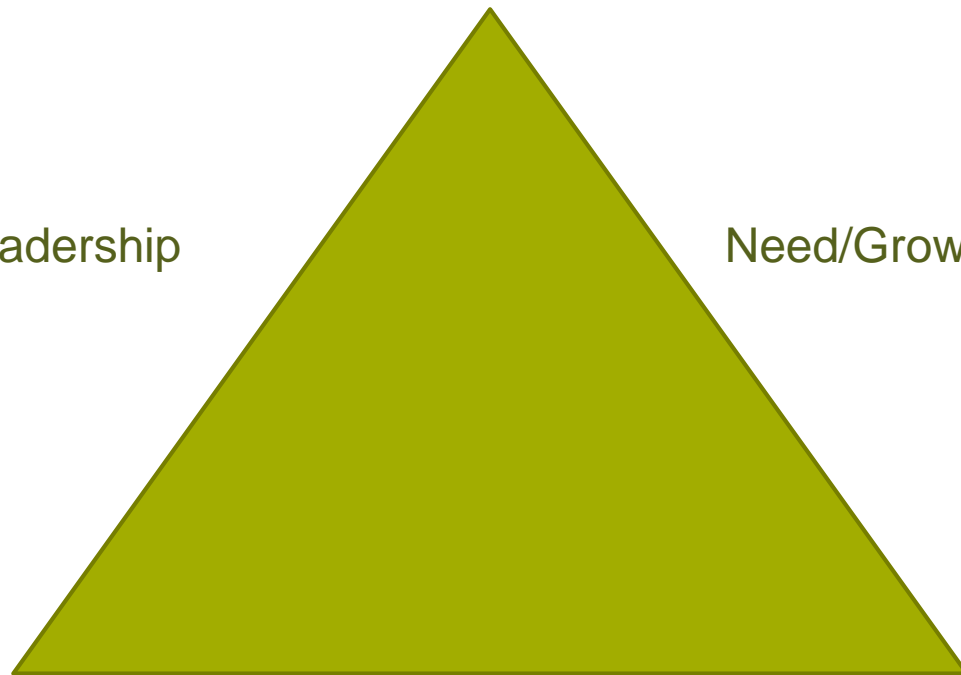
A word cloud of public land values and uses. The words are arranged in a cluster, with 'Quality Of Life' and 'Water Quality And Quantity' being the largest. Other words include 'Wildlife Habitat', 'Neighborhood Parks', 'Working Ranches And Farms', 'Views And Vistas', 'Trails for Hiking, Walking And Biking', 'Open Space', 'Historic Sites', 'Natural Areas', 'Nature Education', 'Athletic Complexes', 'Playing fields', and 'Playgrounds'. The colors range from light blue to dark blue and purple.

Playing fields Playgrounds Wildlife Habitat
Neighborhood Parks Quality Of Life
Working Ranches And Farms
Views And Vistas Trails for Hiking, Walking And Biking Athletic Complexes
Water Quality And Quantity Open Space
Historic Sites Natural Areas
Nature Education

Key ingredients for conservation funding

Elected Leadership

Need/Growth/Lands at Risk



Campaign Entity/On-the-Ground Presence

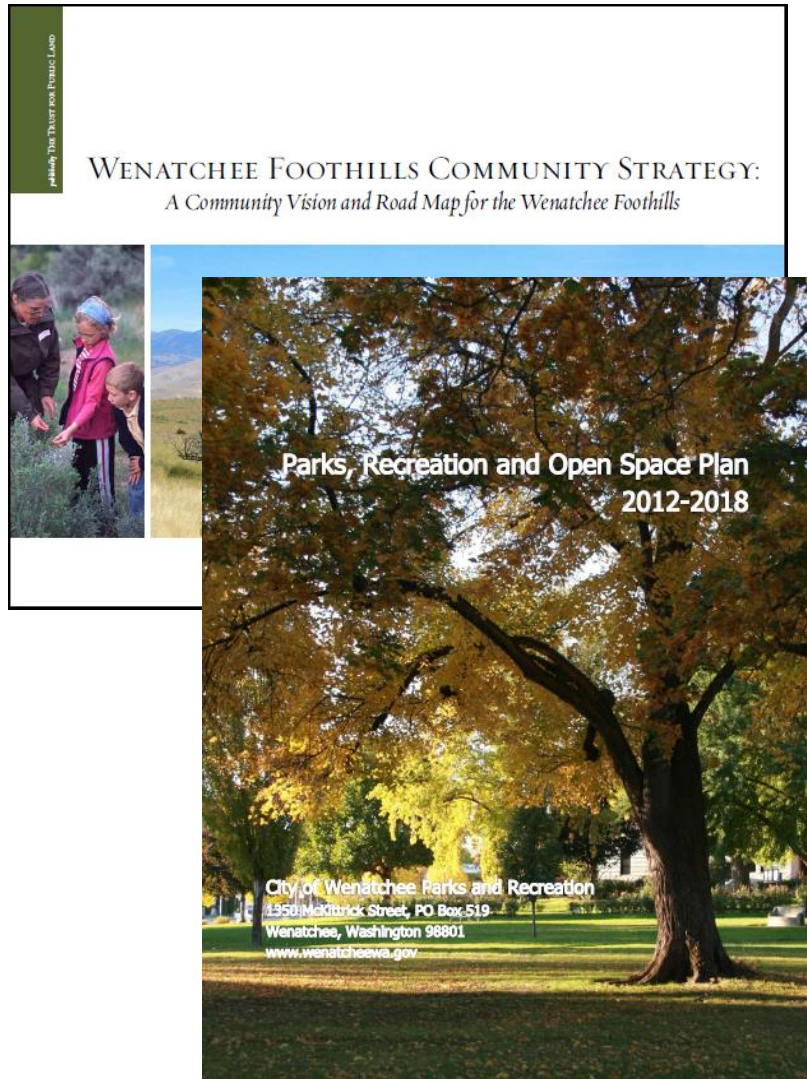


Steady Growth in Wenatchee

Population Change 2010 - 2014		
Year	Wenatchee	Washington
2010	31,925	6,724,540
2014	33,070	6,968,170
% Change	4%	4%
Source: Washington Office of Financial Mgt.		

- 33,000 residents
- 11th most densely populated
- Latino population increase (19>27%)

Wenatchee has the needs & the vision...



Department budget:

\$500,000+

Maintenance budget:

\$1.0 million

Future needs:

\$80 million for:

- Renovations
- Pool improvements
- Trails development
- Land acquisition
- Other parks capital projects

Next Steps

- City Council/Mayor consider conservation needs, urgency & opportunity
- Determine desire to conduct polling
- Develop funding sources to cover polling cost
- Decide on timing of survey





Dee Frankfourth & Peter Hill

Conservation Finance Program & Wenatchee Office

Dee.Frankfourth@tpl.org & Peter.Hill@tpl.org

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